



INNOVATION: OUR ECOMMERCE

SASB CG-S-000.A, 000.B, 000.C

Our commitment to lead in omnichannel has led to continue forward with firm steps. Our Company is constantly growing and we maintain our acceleration, investing in our strategic plans. We want to make this new shopping experience available to all households in Mexico and Central America.

This year was difficult to predict, especially in eCommerce, because we were not sure how our customers would behave after the considerable growth posted last year. We want to recognize our team for their considerable work in driving the long-term strategy while executing amid a challenging environment. Their great work has served to extend our customer base of people who continue to see us as their first choice for online shopping.



We aspire to be present across all the shopping occasions of our customers and to make their lives easier

We offer our customers access to an omnichannel experience, with the capacity to meet their needs in any of our formats. This means that, although they will continue to buy in our stores, more and more often they will prefer to pick up their order through our pickup service or receive it directly at home, and we will be prepared to serve them with a seamless service for all.

Leveraging the positioning Walmart has as a well-known brand in the market and presence nationwide, we increase the potential of our platforms with better results.

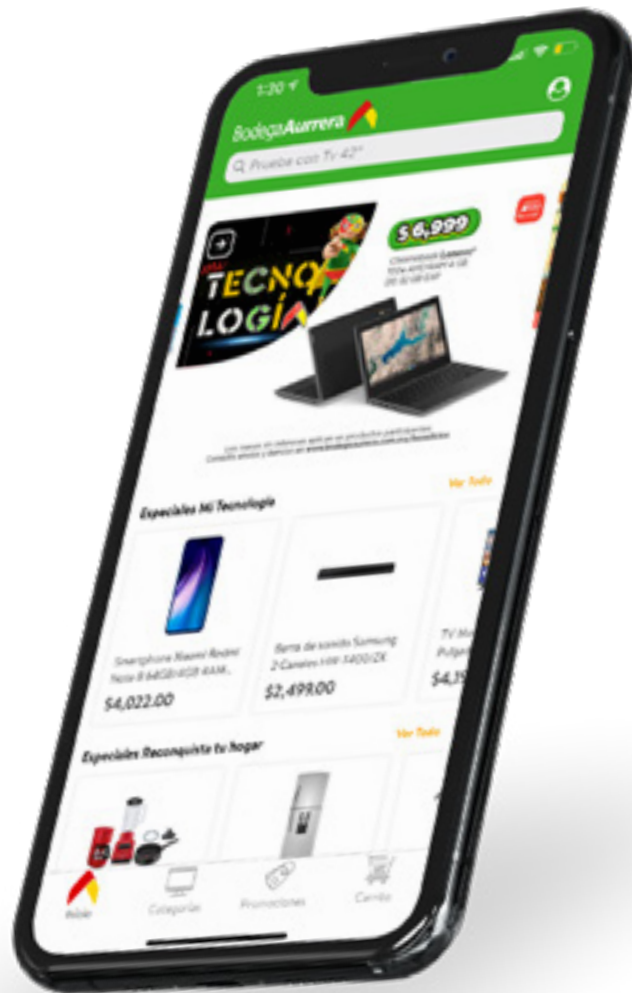




ECOMMERCE

DIGITAL REINFORCEMENT

We continue investing in technology to enhance the shopping experience for our customers. This year we merged the On Demand platform and Bodega's extended assortment into one single app; our customers are enjoying the initiative. The score given by app users has increased 40 basis points thanks to this implementation.



40

Basis points increase in score given by users of Bodega app



In addition, we have been able to unify the Superama app -now Walmart Express- with the one for Walmart Supercenter so our customers can shop in both formats with the same platform. To motivate use during this transition, we conducted personalized service with our customers and launched specials such as the Irresistible Weekend where we offered 3x2 specials in liquor purchased through this app.





ECOMMERCE



CUSTOMER SERVICE VIA WHATSAPP

To improve our On Demand shopping experience, this year we implemented a new shopping and post-sales service that works through WhatsApp. In this manner, communication with our customers is more transparent.

The advantages of this system include:



Reporting the status of their order



Sending images of the quality



Suggesting product substitutions



Offering products on promotion



Adding any additional product to your order



Thanks to this service, we have managed to improve and contribute to the increase in NPS



ECOMMERCE

GROWING OUR ECOMMERCE



This year, we achieved double-digit growth, on a triple-digit growth basis



+300

positions created for omnichannel that did not exist before, through talent reassessment and attraction and through profile renewal

4.9%

eCommerce penetration in total Mexico sales

1.4%

contribution to growth in total Mexico sales

36%

growth in net sales for eCommerce

40%

growth in GMV (Gross Merchandise Value)



We progressed with our omnichannel project and eCommerce development in Central America, by leveraging expertise from Mexico

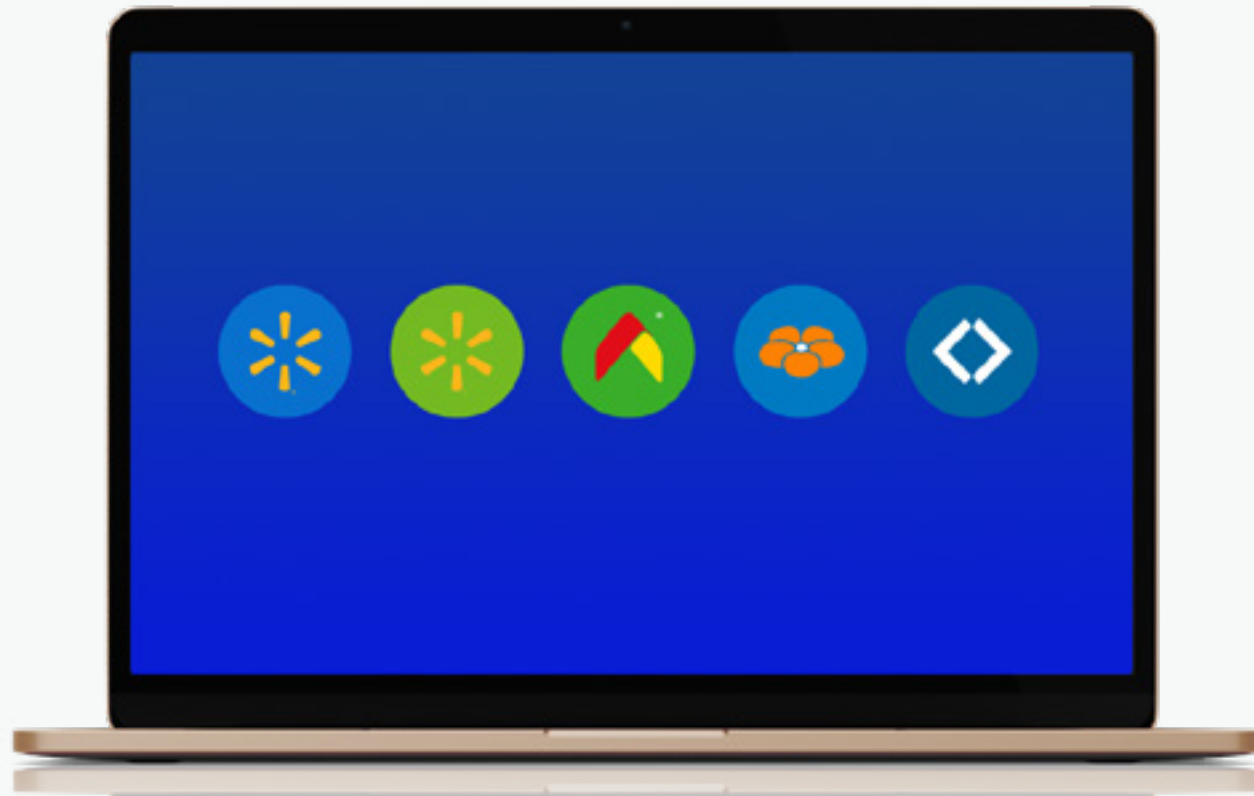
As a result of Walmart experience and strengths as a global company —Powered by Walmart— we tested the technologies and processes that have been successful in other countries. This way we have been able to reduce implementation time and use of capital, through the adoption of proven best practices and expertise. Consequently, there has been accelerated growth because customers who feel unsafe going to shop in stores have been ordering products on our websites.





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WEB SITES AND APPS



Extended assortment



On Demand service



Mexico	walmart.com.mx	bodegaaurrera.com.mx sams.com.mx
Costa Rica	walmart.co.cr	masxmenos.cr maxipali.co.cr
Guatemala	walmart.com.gt	paiz.com.gt maxidespensa.com.gt
El Salvador	walmart.com.sv	ladespensadedonjuan.com.sv maxidespensa.com.sv
Honduras	walmart.com.hn	paiz.com.hn maxidespensa.com.hn
Nicaragua	walmart.com.ni	launion.com.ni maxipali.com.ni